

What is claimed is:

1. A goal tracking system comprising a substrate comprising a surface, the surface comprising a plurality of areas comprising a) at least one title area comprising  
5 first permanent markings that identify the system as a goal tracking system, b) at least one goal statement area comprising second permanent markings that identify the goal statement area, and at least one goal statement surface configured to removably retain easily removable goal statement symbols, and c) at least one activity area comprising  
10 third permanent markings defining at least one sports activity field comprising at least one sports activity surface configured to removably retain at least one easily movable activity symbol.
2. The system of claim 1 wherein the goal statement surface comprises an erasable substrate, the easily removable goal statement symbols comprise erasable  
15 writing, and the system further comprises the erasable writing on the erasable substrate of the goal statement surface, the erasable writing identifying at least one goal and at least one step for achieving the goal.
3. The system of claim 1 or 2 wherein the erasable writing further defines a  
20 correlation between the at least one step and movement of the movable activity symbol between a first, lower value location on the sports activity field and a second, higher value location on the sports activity field.
4. The system of any one of claims 1 to 3 wherein the second permanent  
25 markings of the goal statement area further comprise at least one "goal" word equivalent in conjunction with a goal writing area.

5. The system of any one of claims 1 to 4 wherein the second permanent markings of the goal statement area further comprise at least one "short term" word equivalent in conjunction with a short term writing area.

5 6. The system of any one of claims 1 to 5 wherein the second permanent markings of the goal statement area further comprise at least one "mid-level" word equivalent in conjunction with a mid-level writing area.

7. The system of claim 6 wherein the goal writing area, the short term writing  
10 area, and the mid-level writing area each further comprise erasable writing defining the goal and at least two steps.

8. The system of any one of claims 1 to 7 wherein the system further  
comprises d) at least one positive slogan area comprising fourth permanent markings  
15 providing at least one positive slogan supporting the goal.

9. The system of any one of claims 1 to 8 wherein the system further  
comprises e) at least one scorekeeping area comprising fifth permanent markings that  
identify the scorekeeping area, and at least one scorekeeping surface configured to  
20 removably retain easily removable scorekeeping symbols.

10. The system of any one of claims 1 to 9 wherein the system further  
comprises at least one holder configured to hold at least one of a writing device and a  
moveable symbol.

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11. The system of claim 10 wherein the holder is a tray.

12. The system of claim 10 wherein the holder is a hook.

13. The system of any one of claims 1 to 12 wherein the sports activity area is a football field.

5 14. The system of any one of claims 1 to 13 wherein the sports activity area comprises an erasable substrate.

15 15. The system of any one of claims 1 to 13 wherein the sports activity area comprises at least one of a male side and a female side of a hook-and-loop type fastening material hook-and-loop type fastening material.

16. The system of any one of claims 1 to 13 wherein the sports activity area comprises a defined section of a computer screen.

15 17. The system of any one of claims 1 to 13 wherein the sports activity area comprises a magnetic board.

18. The system of any one of claims 1 to 13 wherein the sports activity area comprises a magnetic dry erase board.

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19. The system of any one of claims 13 to 18 wherein a first end zone of the football field comprises permanent markings defining a "dream" word equivalent and a second end zone of the football field comprises permanent markings defining a "reality" word equivalent.

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20. A goal tracking kit comprising

i) a goal tracking system comprising a substrate comprising a surface, the surface comprising a plurality of areas comprising a) at least one title area comprising

first permanent markings that identify the system as a goal tracking system, b) at least one goal statement area comprising an erasable surface and second permanent markings that identify the goal statement area, and c) at least one activity area comprising third permanent markings defining at least one sports activity field  
 5 comprising at least one sports activity surface configured to removably retain at least one easily movable activity symbol; and

ii) the movable sports activity symbol configured to be moved about the sports activity surface.

10           21.    The kit of claim 20 wherein the kit further comprises an erasable writing device.

              22.    The kit of claim 20 or 21 wherein the system further comprises the erasable writing on the goal statement surface, the erasable writing identifying at least  
 15 one goal and at least one step for achieving the goal, the erasable writing further defining a correlation between the at least one step and moving the movable activity symbol between a first, lower value location on the sports activity field and a second, higher value location on the sports activity field.

20           23.    The kit of any one of claims 20 to 22 wherein the second permanent markings of the goal statement area further comprise at least one "goal" word equivalent in conjunction with a goal writing area.

              24.    The kit of any one of claims 20 to 23 wherein the second permanent  
 25 markings of the goal statement area further comprise at least one "short term" word equivalent in conjunction with a short term writing area.

25. The kit of any one of claims 20 to 24 wherein the second permanent markings of the goal statement area further comprise at least one "mid-level" word equivalent in conjunction with a mid-level writing area.

5        26. The kit of claim 25 wherein the goal writing area, the short term writing area, and the mid-level writing area each further comprise erasable writing defining the goal and at least two steps.

10       27. The kit of any one of claims 20 to 26 wherein the system further comprises d) at least one positive slogan area comprising fourth permanent markings providing at least one positive slogan supporting the goal.

15       28. The kit of any one of claims 20 to 27 wherein the system further comprises e) at least one scorekeeping area comprising fifth permanent markings that identify the scorekeeping area, and at least one erasable scorekeeping surface.

20       29. The kit of any one of claims 20 to 28 wherein the system further comprises at least one holder configured to hold at least one of a writing device and a moveable symbol.

30. The kit of claim 29 wherein the holder is a tray.

31. The kit of claim 29 wherein the holder is a hook.

25       32. The kit of any one of claims 20 to 22 wherein the sports activity area is a football field.

33. The kit of claim 29 wherein the movable sports activity symbol is a football.

34. The system of any one of claims 20 to 33 wherein the sports activity area  
5 comprises an erasable substrate and the movable sports activity symbol is a rubber stamp.

35. The kit of claim 34 wherein the kit further comprises a stamp pad sized and configured to provide ink to the rubber stamp, the stamp pad comprising a base  
10 and an ink-containing pad containing substantially only dry erase ink.

36. The system of any one of claims 20 to 33 wherein the sports activity area comprises at least one of a male side and a female side of a hook-and-loop type fastening material and the movable sports activity symbol comprises the corresponding  
15 side of the hook-and-loop type fastening material.

37. The system of any one of claims 20 to 33 wherein the sports activity area comprises a magnetic board.

20 38. The system of any one of claims 32 to 36 wherein a first end zone of the football field comprises permanent markings defining a "dream" word equivalent and a second end zone of the football field comprises permanent markings defining a "reality" word equivalent.

25 39. A stamp pad sized and configured to provide ink to a rubber stamp, the stamp pad comprising a base and an ink-containing pad containing substantially only erasable ink.

40. The stamp pad of claim 39 wherein the ink-containing pad containing substantially only erasable ink abuts a second ink-containing pad on the base.

41. The stamp pad of claim 39 wherein the erasable ink is dry erase ink.

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42. A method of goal tracking comprising:

- a) providing a goal statement on an identified goal statement area comprising at least one goal statement surface configured to removably retain at least one easily removable goal statement symbol, wherein the goal statement area comprises a part of a goal tracking system, the goal tracking system comprising a substrate comprising a surface, the surface comprising a plurality of areas comprising
  - a) at least one title area comprising first permanent markings that identify the system as a goal tracking system, b) the identified goal statement area, and c) at least one identified sports activity field comprising at least one sports activity surface configured to removably retain at least one easily movable activity symbol;
  - b) writing at least one step for achieving the goal in the goal statement area, the step defining a correlation between the step and moving the movable activity symbol between a first, lower value location on the sports activity field and a second, higher value location on the sports activity field, the movement indicating progress relative to the goal; and,
  - c) moving the sports activity symbol about the sports activity field in accordance with the achievement of the steps.

43. The method of claim 42 wherein the method further comprises writing at least one "short term" word equivalent in a short term writing area and defining at least one short term step, and writing at least one "mid-level" word equivalent in a mid-level writing area and defining at least one mid-level step.

44. The method of claim 42 or 43 wherein the writing is erasable writing.

45. The method of any one of claims 42 to 43 wherein the method further comprises keeping score of progress in at least one scorekeeping area of the surface  
5 comprising permanent markings that identify the scorekeeping area.

46. The method of any one of claims 42 to 45 wherein the sports activity area is a football field and the method further comprises moving a football symbol along the field, wherein attaining or losing yards is correlated to successful completion of at least  
10 one of the steps.

47. The method of claim 46 wherein the football symbol is initially placed at a first goal line associated with a "dream" word equivalent end zone, then the football symbol is moved after a defined time period, wherein the amount and direction of  
15 movement of the football symbol is determined according to the degree of completion of the steps during the defined time period.

48. The method of claim 47 wherein the time period is one week.

20 49. The method of any one of claims 42 to 48 wherein the sports activity area comprises an erasable substrate and moving the sports activity symbol comprises applying dry erase ink from a rubber stamp to a first location of the sports activity area to provide a first applied symbol, erasing the applied symbol, and re-applying dry erase ink from the rubber stamp to a second location of the sports activity area to provide a  
25 second applied symbol.

50. The method of any one of claims 42 to 48 wherein the sports activity area comprises at least one of a male side and a female side of a hook-and-loop type



fastening material and the sports activity symbol comprises the corresponding side of the hook-and-loop type fastening material, and moving the sports activity symbol comprises attaching the sports activity symbol to a first location of the sports activity area to provide a first applied symbol, removing the applied symbol, and re-applying sports activity symbol to a second location of the sports activity area to provide a second applied symbol.

51. The method of any one of claims 42 to 48 wherein the sports activity area comprises a magnetic board and the sports activity symbol is magnetic, and wherein moving the sports activity symbol comprises attaching the magnetic sports activity symbol to a first location of the sports activity area to provide a first applied symbol, removing the applied symbol, and re-applying sports activity symbol to a second location of the sports activity area to provide a second applied symbol.

52. The method of any one of claims 42 to 48 wherein the sports activity area comprises a defined section of a computer screen and the sports activity symbol is a computer-generated icon, and wherein moving the sports activity symbol comprises placing the icon at a first location of the sports activity area to provide a first applied symbol, then moving the icon to a second location of the sports activity area to provide a second applied symbol.

53. A method of goal tracking comprising:

- a) writing a goal on an erasable, identified goal statement area of a goal tracking system comprising a substrate comprising a surface, the surface further comprising a sports activity area depicting a field for a sporting event, wherein the goal comprises results other than playing the event;
- b) writing at least one step for achieving the goal on the goal statement area, the writing defining a correlation between the step and moving the movable activity

symbol between a first, lower value location on a sports activity area located on the surface and a second, higher value location on the sports activity area, the movement indicating progress relative to the goal; and,

- c) moving at least one movable sports activity symbol about the sports  
5 activity field in accordance with the achievement of the steps.

54. The method of claim 53 wherein the method further comprises writing at least one "short term" word equivalent in a short term writing area and defining at least one short term step, and writing at least one "mid-level" word equivalent in a mid-level  
10 writing area and defining at least one mid-level step.

55. The method of claim 53 or 54 wherein the writing is erasable writing.

56. The method of any one of claims 53 to 55 wherein the method further  
15 comprises keeping score of progress in at least one scorekeeping area of the surface comprising permanent markings that identify the scorekeeping area.

57. The method of any one of claims 53 to 56 wherein the sports activity area is a football field and the method further comprises moving a football symbol along the  
20 field, wherein attaining or losing yards is correlated to successful completion of at least one of the steps.

58. The method of claim 57 wherein the football symbol is initially placed at a first goal line associated with a "dream" word equivalent end zone, then the football  
25 symbol is moved after a defined time period, wherein the amount and direction of movement of the football symbol is determined according to the degree of completion of the steps during the defined time period.

59. The method of claim 58 wherein the time period is one week.

60. The method of any one of claims 53 to 59 wherein moving the sports activity symbol comprises applying dry erase ink from a rubber stamp to a first location of the sports activity area to provide a first applied symbol, erasing the applied symbol, and re-applying dry erase ink from the rubber stamp to a second location of sports activity area to provide a second applied symbol.

61. The method of any one of claims 53 to 59 wherein moving the sports activity symbol comprises detaching and reattaching at least one of a male side and a female side of a hook-and-loop type fastening material associated with the sports activity symbol to the corresponding side of the hook-and-loop type fastening material, which is associated with the sports activity area.

62. The method of any one of claims 53 to 59 wherein moving the sports activity symbol comprises detaching and reattaching at least one of a male side and a female side of a hook-and-loop type fastening material associated with the sports activity symbol to the corresponding side of the hook-and-loop type fastening material, which is associated with the sports activity area.

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63. The method of any one of claims 53 to 59 wherein the sports activity symbol is magnetized and moving the sports activity symbol comprises detaching and reattaching the sports activity symbol about a magnetic board.

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64. The method of any one of claims 53 to 59 wherein the sports activity area comprises a defined section of a computer screen and the sports activity symbol is a computer-generated icon, and wherein moving the sports activity symbol comprises placing the icon at a first location of the sports activity area to provide a first applied

symbol, then moving the icon to a second location of the sports activity area to provide a second applied symbol.